

# **Nutrition Education Program**

(FY2022 Appropriation Act - Public Act 87 of 2021)

**March 1, 2021**

***Sec. 808. By March 1 of the current fiscal year, the department shall provide a report to the senate and house appropriations subcommittees on the department budget, the senate and house fiscal agencies, the senate and house policy offices, and the state budget office on the nutrition education program. The report shall include requirements made by the agriculture improvement act of 2018, Public Law 115-334, such as how the department shall use an electronic reporting system to evaluate projects and an accounting of allowable state agency administrative costs. The report shall also include documentation of the steps the department shall take to ensure that projects and subgrantee programs are evidence-based, appropriated for, and meet the criteria for an eligible individual as that term is defined in section 2036a(a) of the food and nutrition act, 7 USC 2036, and quantitative evidence that the programs contribute to a reduction in obesity or an increase in the consumption of healthy foods. Additionally, the report shall include planned allocation and actual expenditures for the supplemental nutrition assistance program education funding, planned and actual grant amounts for the supplemental nutrition assistance program education funding, the total amount of expected carryforward balance at the end of the current fiscal year for the supplemental nutrition assistance program education funding and for each subgrantee program, a list of all supplemental nutrition assistance program education funding programs by implementing agency, and the stated purpose of each of the programs and each of the subgrantee programs.***



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### ***Planned allocation and actual expenditures for the supplemental nutrition assistance program education (SNAP-Ed) funding***

The implementing agencies, Michigan Fitness Foundation (MFF) and Michigan State University Extension (MSUE) have two years to spend their planned fiscal allocations. Therefore, both agencies will carry forward (CF) funds from one fiscal year to the next. All SNAP-Ed funds are obligated. The Michigan Department of Health and Human Services (MDHHS) has never returned SNAP-Ed funds to the Food and Nutrition Service (FNS) and has historically spent the entire allocation.

Michigan State University Extension:

FY21 Allocation -	\$8,531,069
FY21 Expenditures -	\$6,361,473 (including \$2,300,943 from FY20 CF)
FY21 Carry Forward -	\$4,470,539

Michigan Fitness Foundation:

FY21 Allocation -	\$12,796,604
FY21 Expenditures -	\$12,810,453 (including \$10,174,286 from FY20 CF)
FY21 Carry Forward -	\$10,160,437

### ***Planned and actual grant amounts for the supplemental nutrition assistance program education funding***

Michigan's FY22 Allocation:

Planned -	\$23,013,332
Actual -	\$23,013,332

**NOTE:** Funding from Michigan's FY 22 allocation also includes ~ \$659,000 for MDHHS projects managed by the Public Health Administration.

### ***Total amount of expected carryforward balance at the end of the current fiscal year for the supplemental nutrition assistance program education funding***

Michigan State University Extension	<u>FY22</u> \$5,434,670 (Estimated)
Michigan Fitness Foundation	<u>FY22</u> \$10,160,437 (Estimated)

*\*These Estimations are based on historical trends.*

***List of all supplemental nutrition assistance program education funding programs by implementing agency and the stated purpose of each program.***

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Under the guidance of MDHHS, two State Implementing Agencies (SIAs) – Michigan State University Extension (MSU Extension) and Michigan Fitness Foundation (MFF) – will serve 1,250,000 people in more than 2,000 sites through direct education and policy, systems, and environmental change strategies, and 3.5 million through an established statewide social marketing campaign. SIAs reach SNAP-eligible people in schools, community centers, worksites, faith organizations, farmers markets, grocery and corner stores, community gardens, health care sites, and emergency food distribution sites using in-person and virtual delivery methods, multi-sector collaboration, and equity approaches to work toward a sustainable culture of health in all 83 counties.

### Michigan State University Extension

MSU Extension uses evidence-based and practice-tested curricula for series (see Table 1 below) and single session offerings. Single session direct education offerings cover topics like Start Simple with MyPlate; Rethink Your Drink; Food Budgeting & Meal Planning; Budgeting Your Benefits, Feeding a Picky Eater, Maximizing Your Resources, Cooking Matters at the Store, Physical Activity, and Grocery Store Food Safety & Nutrition.

Table 1: MSU Extension Curricula for Direct Education - Series	
Choose Health: Food, Fun, and Fitness	Healthy Kids Out of School
Cooking for One	Jump Into Foods and Fitness (JIFF)
Coordinated Approach to Child Health (CATCH)	Learn, Grow, Eat & Go
Comida Saludable, Familias Saludables (Healthy Foods, Healthy Families)	My Way to Wellness
Cooking Matters (Adults, Families, Child Care Providers, at the Store, in the Food Pantry)	Show Me Nutrition
Dig In!	Peak Health and Performance
Discover Michigan Fresh Jr., Adult, and Senior	Power Up! Supercharge Your Health and Fitness
Eat Healthy, Be Active	Start Simple with MyPlate
Eat Smart, Live Strong	Summer Food, Summer Moves
Fuel up to Play 60	Teen Cuisine
Grow it, Try it, Like it!	The Great Garden Detective
Healthy Eating Adds up	Today's Mom
Healthy Harvest	

Policy, Systems and Environmental (PSE) coaching efforts will focus on implementing strategies complementary to indirect and direct education in schools, early care education, food access, and other community settings. Evidence based PSE interventions include Healthier Childcare Environments utilizing Go Nutritional and

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Physical Self-Assessment for Child Care (GO NAPSACC), Voices for Food for pantries, Growing Together, Eat Smart in the Parks, Healthy Concessions, Fuel Up to Play 60, Refresh Breakfast and Lunch and utilization of the WELLSAT 3.0 to improve local school wellness policies. Additional PSE coaching efforts will focus on being active anywhere at any time, healthier messaging, healthier snacking, healthy meetings, breastfeeding and healthy vending. To address growing food security concerns, staff will assist schools interested in implementing a school food pantry and supporting senior meal access sites.

Indirect education activities will include the use of supporting materials and activities that enhance the educational experience of the individuals and communities served. Activities will include but not be limited to social media (MI Health Matters YouTube channel, Neighborhood Nutrition podcasts, Facebook, etc.); NERI (Nutrition Education Reinforcement Items); partner supported incentives; radio interviews, fact sheets, and recipes. Consultants will be hired to assist with the review and expansion of indirect activities that are supportive and inclusive to a variety of audiences throughout the state.

In addition to direct education, PSE coaching efforts, and indirect education activities, MSU Extension will plan and develop (market & formative research, campaign materials design, and consumer testing) a social media campaign focusing on the reduction of sugar sweetened beverages. The target audience for FY22 will be Head Start families and providers.

An additional priority focus in FY22 will be to enhance and foster current and new relationships with Tribal Nations. MSU Extension has recently hired a Tribal Outreach Educator who will be responsible for building authentic and meaningful relations across the state that support nutrition education and food security efforts.

MSU Extension is dedicated to advancing staff capacity that is mindful of the growing and necessary virtual delivery modality and has hired an online instructional design specialist with content expertise. This adds to the ongoing staff training and professional development that equips community nutrition instructors with innovative, yet uniform best practices to provide consistent direct nutrition education, coaching strategies for PSE change, indirect education, and data collection using validated evaluation instruments. This type of structured and unvarying protocol and reporting brings to life the aggregate knowledge, skills, and PSE changes that participants gain and experience through the MSU Extension SNAP-Ed program. All efforts and evaluation surveys are captured through the online Program and Evaluation Reporting System (PEARS) that is widely used by SNAP-Ed programs across the country.

In FY22, MSU Extension will be convening a staff compensation classification task force with a goal to identify and develop recommendations for consideration to address retention and attract new talent within Extension. This could result in salary adjustments that need to be considered in future SNAP-Ed budgets.

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**Michigan Fitness Foundation**

MFF's SNAP-Ed funded Local Implementing Agencies (LIAs) for FY 2022 were selected through two funding opportunities:

- Request for Proposals (RFP) – A competitive proposal process where organizations independently design and propose comprehensive SNAP-Ed programming that meets identified community needs.
- Request for Applications (RFA) – Organizations applied to deliver a package of SNAP-Ed programming collaboratively designed with MFF to align with organizational capacity and community needs.

Due to the ongoing impacts of COVID-19, community needs continue to evolve, and Local Implementing Agency SNAP-Ed programming is responding to meet those needs. With that in mind, the FY 2022 SNAP-Ed funding process for Subrecipients and Community Impact Projects (CIPs) was a program continuation proposal or application, respectively, that focused on building upon learnings over the past year. In addition to the program continuation proposals and applications, MFF offered the opportunity for organizations not currently funded by SNAP-Ed at MFF to apply for SNAP-Ed funding through the Community Impact Project – Request for Applications.

MFF received 19 program continuation proposals which went through an objective review process that included external content-expert reviewers. Continuation proposals were scored based on the organization's assessment of changing community needs and how well the proposed FY 2022 programming met those needs and included community wrap-around approaches. All continuation proposals submitted were included for provisional subrecipient funding.

American Indian Health & Family Services	Kent Intermediate School District
Calhoun Intermediate School District	LAHC-Leaders Advancing & Helping Communities
Crim Fitness Foundation	Marquette Alger RESA
District Health Department #10	National Kidney Foundation of Michigan - Healthy Kids, Healthy Communities
Eastern Upper Peninsula ISD	Saginaw Intermediate School District
Genesee Intermediate School District	Traverse Bay Area Intermediate School District
Gleaners Community Food Bank of SE Michigan	Traverse City Area Public Schools
Gratiot-Isabella RESD	Van Buren Intermediate School District
Health Department of NW Michigan	YMCA of Greater Grand Rapids
Henry Ford Health System	

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<b>Audience</b>	<b>Direct Education Interventions</b>	<b>PSE Assessments and Strategies (by setting)</b>
<b>Ages 0 – 5</b>	<ul style="list-style-type: none"> <li>• Grow It, Try It, Like It</li> <li>• Healthy Schools, Healthy Communities™</li> <li>• Healthy Schools, Healthy Communities™ Preschool</li> <li>• Hip Hop to Health, Jr.</li> <li>• Regie's Reading Rainbow</li> <li>• Color Me Healthy</li> <li>• Cooking Matters for Child Care Professionals</li> <li>• Harvest for Healthy Kids</li> </ul>	<i>Early Childcare Centers</i> <ul style="list-style-type: none"> <li>• Farm to School</li> <li>• GO NAPSAAC</li> <li>• Healthy Apple Assessment</li> </ul>
<b>School-aged children and teens</b>	<i>Elementary (K-5 grade)</i> <ul style="list-style-type: none"> <li>• Cooking Matters for Kids</li> <li>• Cooking with Kids</li> <li>• Discover MyPlate</li> <li>• Healthy Schools, Healthy Communities™</li> <li>• MyGarden™</li> <li>• Nutrition to Grow On</li> <li>• Nutrition Voyage</li> <li>• PE-Nut™</li> <li>• Rec-Connect™</li> <li>• The Learning Kitchen</li> <li>• Integrated Nutrition Education Program</li> </ul> <i>Middle (6-8 grade)</i> <ul style="list-style-type: none"> <li>• Cooking Matters for Teens</li> <li>• Linking Lessons™ for Schools</li> <li>• The Learning Kitchen</li> <li>• Teen Battle Chef</li> </ul> <i>High (9-12 grade)</i> <ul style="list-style-type: none"> <li>• Cooking Matters for Teens</li> <li>• Eating Smart Being Active</li> <li>• Linking Lessons™ for Schools, for Communities, and People with Cognitive Disabilities</li> <li>• The Learning Kitchen – Young Adults</li> <li>• Teen Battle Chef</li> </ul>	<i>Schools</i> <ul style="list-style-type: none"> <li>• Farm to School</li> <li>• Farm to ECE</li> <li>• Healthy School Assessment Tool</li> <li>• WellSAT</li> </ul>

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<b><i>Audience</i></b>	<b><i>Direct Education Interventions</i></b>	<b><i>PSE Assessments and Strategies (by setting)</i></b>
<b><i>Mixed Ages</i></b>	<p><b><i>Adults</i></b></p> <ul style="list-style-type: none"> <li>• Cooking Matters for Adults</li> <li>• Cooking Matters at Home</li> <li>• Cooking Matters at the Store</li> <li>• Cooking Matters for Parents</li> <li>• Eat Healthy</li> <li>• Eating Smart, Being Active</li> <li>• Health Matters (People with Cognitive Disabilities)</li> <li>• Linking Lessons™ for Communities</li> <li>• Simply Good Eating For English Language Learners</li> <li>• The Learning Kitchen – Adults</li> </ul> <p><b><i>Seniors</i></b></p> <ul style="list-style-type: none"> <li>• Cooking Matters at the Store</li> <li>• Cooking Matters for Adults</li> <li>• Eat Smart, Live Strong</li> <li>• Fresh Conversations</li> </ul> <p><b><i>Families</i></b></p> <ul style="list-style-type: none"> <li>• 13 Moons</li> <li>• Cooking Matters for Families</li> <li>• Food Smarts: Waste Reduction</li> <li>• Farmers Market Food Navigator™</li> <li>• MyGarden™</li> <li>• Rec-Connect™</li> </ul>	<p><b><i>Pantries</i></b></p> <ul style="list-style-type: none"> <li>• CX3</li> <li>• Food Pantry Connect</li> <li>• Thumbs Up for Healthy Choices</li> <li>• USDA Healthy Food Pantry Assessment</li> <li>• Voices for Food Pantry Toolkit</li> </ul> <p><b><i>Food Retail</i></b></p> <ul style="list-style-type: none"> <li>• CX3</li> <li>• Farmers Market Food Navigator™</li> <li>• Stock Healthy, Shop Healthy</li> </ul> <p><b><i>Community-based</i></b></p> <ul style="list-style-type: none"> <li>• Coalition work</li> <li>• HEAL</li> <li>• Rec-Connect™</li> <li>• Promoting Active Communities™</li> </ul>

For the Community Impact Project program continuation applications and new RFAs, 17 continuation applications and 6 RFAs were submitted. Based on application review, 16 continuation applications and 4 RFAs were selected to move forward with the collaborative program design process (outlined in the FY 2021 Plan of Work) with MFF and receive SNAP-Ed funding in FY 2022. Continuing CIPs' work with their assigned MFF Project Manager to discuss program evolution for FY 2022. New CIP organizations work with MFF to design high-quality, locally relevant SNAP-Ed programs that include evidence-based direct education interventions and PSE change strategies, as well as a timeline and budget that align with program design and reach.

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<b>Organization</b>	<b>Region of Michigan</b>	<b>Anticipated Age Groups</b>	<b>Anticipated Priority Settings</b>
<ul style="list-style-type: none"> <li>○ Big Brothers, Big Sisters Michigan Capital Region</li> <li>○ Child &amp; Family Charities</li> <li>○ Greater Flint Health Coalition</li> <li>○ Northwest Initiative*</li> <li>○ Tuscola Intermediate School District</li> </ul>	Central	<ul style="list-style-type: none"> <li>• Elementary-aged</li> <li>• Teens</li> <li>• Adults</li> <li>• Seniors</li> <li>• Mixed Ages</li> </ul>	<ul style="list-style-type: none"> <li>• Early childcare</li> <li>• Community gardens</li> <li>• Farmers markets</li> <li>• Food pantries</li> <li>• Food retail</li> <li>• Low-income housing</li> <li>• Parks</li> <li>• Public libraries</li> <li>• Recreation/community centers</li> <li>• School and after-school programs</li> <li>• School gardens</li> <li>• Senior centers</li> <li>• Summer meal programs</li> <li>• Worksites</li> </ul>
<ul style="list-style-type: none"> <li>○ Brilliant Detroit</li> <li>○ Detroit Public School Community District: Office of School Nutrition</li> <li>○ GenesisHOPE</li> <li>○ Methodist Children's Home Society</li> <li>○ Oakland County Health Division</li> <li>○ Project Healthy Community</li> <li>○ Washtenaw Intermediate School District*</li> <li>○ Wayne State University</li> </ul>	Greater Detroit		
<ul style="list-style-type: none"> <li>○ Bronson Health Foundation</li> <li>○ Family Y of Battle Creek</li> <li>○ HOPE Gardens*</li> </ul>	Western		
<ul style="list-style-type: none"> <li>○ SEEDS Ecology and Education Centers</li> </ul>	Northern		
<ul style="list-style-type: none"> <li>○ Bay Mills Community College*</li> <li>○ Copper Country Mental Health Services Institute</li> <li>○ Western Upper Peninsula Health Department</li> </ul>	Upper Peninsula		

\*New in FY 2022

Funding decisions for MFF SNAP-Ed LIAs are made on a year-by-year basis. All grantees implement evidence-based and/or practice-tested interventions that are evaluated using validated and reliable instruments.



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Other statewide projects that support and inform SNAP-Ed throughout Michigan include:

- Equity-centered framework development (to inform SNAP-Ed approaches and programming using a health equity lens)
- *'Healthy Choices Catch On'* Statewide Social Marketing Campaign (including billboards, transit signs, text messaging, social media, and Over the Top Television PSAs)
- Tribal collaboration (exploring how to customize a standard approach to engage Tribes in ways that acknowledge and respect each Tribe's sovereignty and unique needs)
- Digital interventions and communications
  - Champions for Change – digital storytelling (compile stories from people in low-income communities using an online platform that facilitates dissemination with key stakeholders)
  - SNAP-Ed Stories of Change (Lifting up local stories of SNAP-Ed successes to serve as a catalyst for community change work)
- Demonstrations projects (small-scale projects that inform SNAP-Ed programming statewide as well as deliver services to underserved residents and regions)
- SNAP-Ed/GusNIP coordination
- Food systems and literacy projects
  - SNAP-Ed in Food Systems (explore the perceptions of Michigan local food systems partners about the role and need for SNAP-Ed in an equitable food system in Michigan)
- PSE and community engagement projects
  - Community Exploration Initiative (PSE Capacity-Building for LIAs and MFF staff)
- Physical Activity projects
  - Rec-Connect (physical activity demonstration series)
  - Promoting Active Communities Assessment (assessment and action tools)
- Resources updates and adaptations (including for virtual delivery)
- Choices Training Conference (convening to learn about programming best-practices)
- SNAP-Ed University (training on SNAP-Ed programming and operations)
- Intervention and topic-specific trainings
  - Direct education intervention trainings
  - PSE strategy trainings
- Map to Healthy Living (online map that highlights where MFF SNAP-Ed programming is occurring in Michigan)
- Participate in Michigan State Nutrition Action Committee (MiSNAC)
- Statewide evaluation for fruit and vegetable consumption, physical activity, PSE adoption, and health-related quality of life